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Muskegon receives Michigan Main Street program designation

LANSING – Muskegon efforts to revitalize its downtown area received a boost this week when the city was chosen for the Michigan Main Street program, said Sen. Gerald Van Woerkom, R-Norton Shores.

The Michigan Main Street program follows the four-step approach developed by the Main Street National Trust for Historic Preservation in Washington, D.C. The approach provides intensive year-round training with a focus on methods to revitalize downtown areas through new business investment and job creation.

“Muskegon’s Main Street program will help the city showcase its rich history and extensive natural resources as a way to promote economic growth,” Van Woerkom said. “I commend the dedication and leadership of Muskegon’s officials for pursuing this program as a way to better the community.”

The Main Street approach focuses on methods to promote long-term design concepts, marketing, community cooperation and organization. The approach also trains communities to restructure their economic base to strengthen their base and attract new business opportunities.

The National Main Street Center has demonstrated impressive results, gaining an average of more than \$40 in new private investment for every dollar used to operate local programs.

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